

INFORMATION REPORT INFORMATION REPORT  
CENTRAL INTELLIGENCE AGENCY

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50X1-HUM

COUNTRY East Germany REPORT  
SUBJECT Publication of Farm Periodicals and Books in East Germany DATE DISTR. 24 October 1955  
NO. OF PAGES 1  
DATE OF INFO. REQUIREMENT NO. RD  
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SOURCE EVALUATIONS ARE DEFINITIVE. APPRAISAL OF CONTENT IS TENTATIVE.

production plan of the Deutscher Bauernverleger  
(German Farmers Publishing Company), 14 Reinhardtstrasse, (East) Berlin  
NW 7. and 1/2 Am Zeughaus, Berlin O2.

50X1-HUM

Comment: There are more newspapers and periodicals published than provided for by the plan because the latter was deliberately kept rather low. Sales and number of copies issued show no major changes compared with the time when the 1955 plan was prepared. Sales of books lagged considerably behind the plan and will probably continue to decrease. This failure probably results from delayed publishing and from the fact that the product does not suit the wishes of the buyers. The high fulfilment quota in the beginning of the year may also be explained by the delayed publishing of books and calendars which were to be sold for Christmas. The following may serve as example: a manual of fruit species which has been in preparation by the Sortenamt fuer Nutzpflanzen for a prolonged period and which would satisfy an urgent demand, cannot be published because the known names of the various sorts of fruits "which are of feudalistic and imperialistic origin have to be replaced". It can not be agreed upon, for example, how the name of "Kaiser Apfel" can be changed without making the book with the new names absurd and unsaleable.

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STATE	X	ARMY	X	NAVY	X	AIR	X	FBI		AEC						
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(Note: Washington distribution indicated by "X"; Field distribution by "#".)

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COUNTRY                      East Germany

## REPORT

SUBJECT                      Publication of Farm Periodicals  
                                 and Books in East Germany

DATE DISTR. 24 October 1955

NO. OF PAGES 7

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## REQUIREMENT

PLACE ACQUIRED

## REFERENCES

DATE ACQUIRED

(German Farmers Publishing Company), 14 Reinhardtstrasse. (East) Berlin NW 7, and 1/2 Am Zeughaus, Berlin G2. production plan of the Deutscher Bauernverlag

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